NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

VIDEO POSTER

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Mellon Man 3

is **Not Approved.**

if approval refused, the reasons for the decision:

The video poster *Mellon Man 3* features depictions of large breasted females and sexual activity including a close up of anal intercourse. Another picture shows a male about to insert his penis into the anus of a female who is supporting herself on her shoulders. Her genitals and breasts are on display and her face is partially cut out of the photo. The general focus on large breasts is reinforced by the text which includes references to “Bombastic boobs, heaving hooters”, “one of the hottest heavy-hootered honeys”, “phenomenal tits”, and “top-heavy women”. Such images and text dehumanise and degrade women by reducing them to a part of their anatomy.

In view of the extent and degree to which the video poster degrades and dehumanises women and the intended purpose of the poster as promotional material, the Classification Office finds that the availability of the video poster is likely to be injurious to the public good. Therefore in accordance with Regulation 28(3)(a) the video poster is not approved.

Date: 22 November 1996

For the Classification Office (signed):

OFLC Ref: 9600939